11. A system according to claim 10 further comprising means for providing an incentive based upon the selected incentive data to a purchaser of the first item.

12. The system according to claim 10, further comprising a printer for printing an incentive based upon the selected incentive data.

13. The system according to claim 10, further comprising a printer at the point of sale for printing an incentive for the purchaser of the first item in response to the purchase of the first item and based upon the selected incentive data.

14. The system according to claim 10, wherein said storage means (1) stores first incentive data defining a first incentive associated with a purchase of a first item and (2) stores second incentive data defining a second incentive for purchase of said first item, and said means for selecting selects said first incentive data or said second incentive data, depending upon said price of said first item and said price of said second item.

15. The system according to claim 10 wherein said means for selecting selects incentive data based upon a difference in price between said first item and said second item.

16. The system of claim 10 wherein said first item and said second item are competitive items.

17. A computer implemented method comprising the steps of:

storing incentive data;

selecting incentive data from said storage means depending upon (1) purchase of a first item, (2) a price of said first item, and (3) a price for a second item.

18. A method according to claim 17 further comprising the step of providing an incentive based upon the selected incentive data to a purchaser of the first item.

19. The method according to claim 17 further comprising the step of printing from a printed an incentive based upon the selected incentive data.

20. The method according to claim 17 further comprising the step of printing from a printer at the point of sale an incentive for the purchaser of the first item in response to the purchase of the first item and based upon the selected incentive data.

21. The method according to claim 17 wherein said step of storing (1) stores first incentive data defining a first incentive associated with a purchase of a first item and (2) stores second incentive data defining a second incentive for purchase of said first item, and step of selecting selects said first incentive data or said second incentive data, depending upon said price of said first item and said price of said second item.

22. The method according to claim 17 wherein said step of selecting selects incentive data based upon a difference in price between said first item and said second item.

23. The method of claim 17 wherein said first item and said second item are competitive items.

24. A computer program product comprising a storage media encoded with is instructions for a computer so that said computer performs the method of:

storing incentive data;

selecting incentive data from said storage means depending upon (1) purchase of a first item, (2) a price of said first item, and (3) a price for a second item.--

REMARKS

Claims 10-24 are pending. Claims 10, 17 and 24 are the independent claims.

Claim 10 is patentable because it is commensurate in scope with the reasons that the examiner stated in his allowance of the parent application, which read:

> The prior art taken alone or in combination fails to teach or suggest means for selecting a set of incentive terms for the storage means, based on whether the purchased triggering item is the promoted item or the competitive item, and further based on prices of the promoted item and the competitive item, wherein the incentive terms are tailored to a consumer's purchasing behavior and the price of the promoted item relative to the competitive item as recited